



**Missouri Travel Barometer**  
**March 2018 Report**  
**(Data available as of 04/05/18)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**March Report Highlights**

**Lodging Statistics: 2018 Calendar Year to Date through February**

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has been performing better in ADR while other states are showing stronger growth in Occupancy, RevPAR and Demand.

**Missouri Lodging:**

Occupancy down 1.4% -- ADR up 1.0% -- RevPAR down 0.5% -- Demand up 0.7%

**SIC Tourism business sales and tax collections**

- SIC sales revenue numbers are unavailable during the Dept. of Revenue transition to the use of NAICs codes. Comparable NAIC sales revenue numbers should become available within the next few weeks.

**Website Visits: 2018 Calendar Year to Date through March**

- Total web visits (main site and mobile visits) were down 34.1% for CYTD 2018 (Jan-Mar) compared to CYTD 2017
- Total web visits to VisitMO Spotlight (blog) were down 47.4% for CYTD 2018 (Jan-Mar) compared to CYTD 2017

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2018 Calendar Year to Date through March**

- There were 3,128 responses in March – a decrease of 61.9% from March 2017 (This is most likely directly related to advertising cuts due to budget withhold)
- For CYTD18, there were 8,861 responses compared to 20,018 for CYTD17, a decrease of 55.7%

**Welcome Center Visits: 2018 Calendar Year to Date through March**

- For CYTD 2018 the centers were down 43.5% for January - March 2018 compared to 2017
- For the month of March 2018 compared to March 2017, welcome center visits were down 35%
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For FYTD 2018, visits were down 37.7% compared to the same period in FYTD 2017.

**Commercial airport deplanements: 2018 Calendar Year to Date through February**

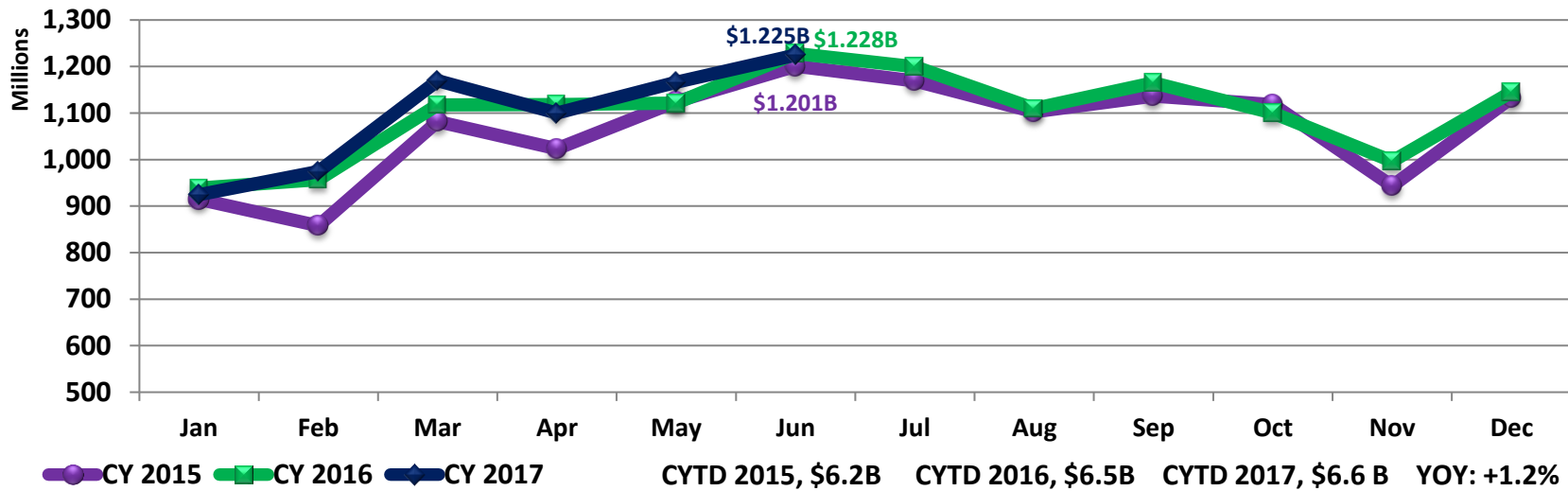
- Columbia up 44.9% for January – February 2018 compared to the same period in 2017
- Kansas City up 2.0% for January – February 2018 compared to the same period in 2017
- Springfield up 6.6% for January – February 2018 compared to the same period in 2017
- All airports up 5.2% for January – December 2017 compared to the same period in 2016

**Brand USA Partners on VisitTheUSA.com: Website Activity 2018 Calendar Year to Date through March**

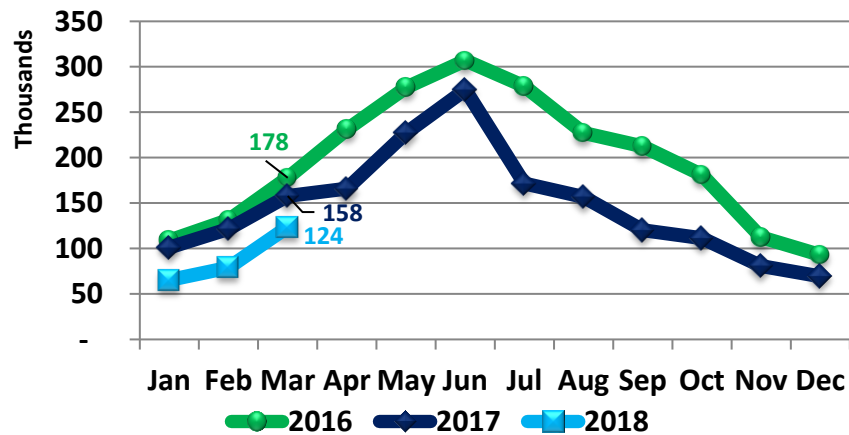
- Missouri's homepage on VisitTheUSA.com had 3,613 pageviews from Jan-March 2018 (1,385 during March)
- Top five countries viewing Missouri's page during Jan-March 2018 were Japan, Germany, Brazil, France, and U.K.
- There were 206 destination and experience link clicks for Missouri during March
- Visitors from Costa Rica spent the most time on our page, averaging 10 minutes and 13 seconds compared to an overall average of 3 minutes and 23 seconds

*Sources: MO Dept. of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.*

### Sales Revenue from 17 Tourism SICs



### Visits to VisitMO (Full & Mobile Sites) by Month



### YTD Visits to VisitMO by Site

